

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Strategic Media Services**  
**3299 K Street NW, Suite 200**  
**Washington, DC 20007**  
**USA**

<u>Contract / Revision</u> 484742 /		<u>Alt Order #</u> 06226574
<u>Product</u> DEAN HELLER 4 SENATE		
<u>Contract Dates</u> 09/12/12 - 09/18/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/09/12 / 09/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/14/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$250.00			
N 2	KVVU	09/17/12	09/18/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$250.00			
N 3	KVVU	09/12/12	09/14/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$450.00			
N 4	KVVU	09/17/12	09/18/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$450.00			
N 5	KVVU	09/12/12	09/14/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$425.00			
N 6	KVVU	09/17/12	09/18/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$425.00			
N 7	KVVU	09/12/12	09/14/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$150.00			
N 8	KVVU	09/17/12	09/18/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$150.00			
N 9	KVVU	09/12/12	09/14/12	Cold Case Files	1-2pm		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$100.00			
N 10	KVVU	09/17/12	09/18/12	Cold Case Files	1-2pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MT-----				2	\$100.00			
N 11	KVVU	09/12/12	09/14/12	Cops	2-3p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 09/12/12 - 09/18/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 07/09/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$150.00			
N 12	KVVU	09/17/12	09/18/12	Cops	2-3p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$150.00			
N 13	KVVU	09/12/12	09/14/12	Anderson	3-4p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$175.00			
N 14	KVVU	09/17/12	09/18/12	Anderson	3-4p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$175.00			
N 15	KVVU	09/12/12	09/14/12	The Dr.Oz Show	4-5p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$175.00			
N 16	KVVU	09/17/12	09/18/12	The Dr.Oz Show	4-5p		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$175.00			
N 17	KVVU	09/12/12	09/14/12	Fox 5 News at 5	5-530p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$275.00			
N 18	KVVU	09/17/12	09/18/12	Fox 5 News at 5	5-530p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$275.00			
N 19	KVVU	09/12/12	09/14/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$275.00			
N 20	KVVU	09/17/12	09/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$275.00			
N 21	KVVU	09/12/12	09/14/12	MORE Access	630-7pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$200.00			
N 22	KVVU	09/17/12	09/18/12	MORE Access	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$200.00			
N 23	KVVU	09/12/12	09/14/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$825.00			
N 24	KVVU	09/17/12	09/18/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$825.00			
N 25	KVVU	09/13/12	09/13/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$475.00			
N 26	KVVU	09/15/12	09/15/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/10/12-09/16/12	FOX 5 News Sat 10-11p	10-11p Sat	-----Sa--	:30		<del>\$500.00</del>	NM		
	See MG 26.2											
	2	KVVU	09/15/12-09/15/12	DELAYED NEWS	Various	-----Sa--	:30		\$500.00	NM		
	Ⓜ MG for 26.1 09/15											

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09/12/12 - 09/18/12	DEAN HELLER 4 SENA	

Advertiser	Original Date / Revision
Dean Heller For Senate	07/09/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 27	KVVU	09/16/12	09/16/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$325.00			
N 28	KVVU	09/16/12	09/16/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$5,150.00			
N 29	KVVU	09/16/12	09/16/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$700.00			
N 30	KVVU	09/16/12	09/16/12	Sports Plus Su 1045p	1045p-11p		:30			NM	2	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$475.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/10/12-09/16/12	Sports Plus Su 1045p	1045p-11p	-----Su	:30		<del>\$475.00</del>	NM		
		See MG 30.2,30.3										
	2	KVVU	09/16/12-09/16/12	Extra Weekend	Su 6-7p	-----Su	:30		\$225.00	NM		
		Ⓜ MG for 30.1 09/16										
	3	KVVU	09/12/12-09/14/12	The Dr.Oz Show	M-F 10a-11a	---WThF----	:30		\$250.00	NM		
		Ⓜ MG for 30.1 09/16										
<b>Totals</b>											<b>67</b>	<b>\$24,875.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/18/12	67	\$24,875.00	\$21,143.75
<b>Totals</b>	<b>67</b>	<b>\$24,875.00</b>	<b>\$21,143.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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M3	OK'D	BUY#32	MISSED: SAT/500P-600P	SEP15	30S	\$225.00	(SEP7/12)
			OFFER: SUN/600P-700P	SEP16	30S	\$225.00	PLS ADVISE.
			CMT: EXTRA AIRS ON SUNDAY. PRE-BOOKED PLS APPROVE.				





REP HEADLINE# 6226574

\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

TRF# 484742

SEP7/12 13.22

REP: TEL# 610-293-4100

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

HARRIS REPORT FROM REP

\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
STATION MAKEGOOD OFFERS:												
M2	OK'D		BUY#30			MISSED: SUN/1045P-1100P	SEP16		30S	\$475.00	(SEP7/12)	
						OFFER: SAT/500P-600P	SEP15		30S	\$225.00	PLS ADVISE.	
						& W-F/1000A-1100A	SEP12		30S	\$250.00		
						CMT: SPOT N/A. RATE FOR SAME TP \$1000. PLS ADVISE.						
SEP/12			24875.00									
						CONTRACT TOTAL				24875.00		
						TOTAL SPOTS				67		

MARKET TOTALS \$124,375

KVVU 20%

KSNV 28%

KTUD 0%

KTUD 0%

KLAS 26%

KTNV 18%

KVMY 5%

KVCW 3%

CABL 0%

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE